

Message Text

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PAGE 01 STATE 002368

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TO AMCONSUL MILAN PRIORITY

INFO AMEMBASSY ROME

UNCLAS STATE 002368

E.O. 11652:N/A

TAGS: BEXP, IT

SUBJECT: FOREIGN BUYER PROGRAM:DOMESTIC MICROWAVE OVENS

REF: MILAN 0002

1. MORE APPROPRIATE EXHIBITION FOR BUSINESSMEN'S VISIT
IS NATIONAL HOUSEWARES EXHIBITION, JANUARY 13-17, AT
WHICH THE FOLLOWING COMPANIES WILL BE REPRESENTED:

--- TAPPAN CO., TAPPAN PARK, MANSFIELD, OHIO 44901
--- 419-529-6744, MR. KAY
--- REPRESENTED AT EXHIBITION BY LAWSON CO.
--- CONTACT BILL MARCEAU

--- FRIGIDAIRE DEPARTMENT OF G.M. OVERSEAS
--- 767 5TH AVENUE, NEW YORK, N.Y. 10022
--- 212-486-5550, MR. E.J. KNIGHT
--- REPRESENTED AT EXHIBITION BY FRIG. MFG. CO.
--- CONTACT STAN GESSELMAN OR ED HARTMAN

IN CONJUNCTION WITH EXHIBITION AUTHORITIES, COMMERCE
WILL SPONSOR AN INTERNATIONAL BUSINESSMEN'S CENTER AND
WILL ASSIST FOREIGN VISITORS IN REGISTRATION. SUGGEST
BUSINESSMEN CONTACT COMMERCE'S GEORGE HINES IN THE CENTER.

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2. THE FOLLOWING COMPANIES ARE NOT EXHIBITING AT
HOUSEWARES OR FOOD PROCESSING EXHIBITIONS BUT INTERESTED
IN TALKING WITH BUSINESSMEN:

--- AMANA REFRIGERATION CO.
--- AMANA, IOWA 52203
--- 319-622-5511
--- BEN DOUGLAS, V.P. FOR INT'L. AFFAIRS

--- LITTON INDUSTRIES
--- 400 SHELAND PLAZA SO.
--- MINNEAPOLIS, MINNESOTA 55426
--- 612-553-2000
--- DON CAVALIER, SR. V.P. FOR MARKETING

AMANA AND LITTON MANUFACTURE 85 PERCENT OF THE MICROWAVE
OVENS BUILT IN THE U.S.

LITTON INDUSTRIES WILL EXHIBIT IN NATIONAL ASSOCIATION
OF HOME BUILDERS SHOW JANUARY 19-23 IN DALLAS, TEXAS.
THIS EXHIBIT INCORPORATES MAJOR DOMESTIC APPLIANCES AS
OPPOSED TO SMALLER APPLIANCES GENERALLY SHOWN AT
HOUSEWARES EXHIBIT. BUSINESSMEN MAY WISH TO CONSIDER
ATTENDANCE AT THIS SHOW.

3. COMMERCE PROJECT OFFICER IS BILL CORFITZEN, OED/BIC,
PHONE 202-967-2068. KISSINGER

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Disposition Date: 01 JAN 1960
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